

IOWA COUNTY SMART GROWTH PUBLIC OPINION SURVEY
Iowa County, Wisconsin

QUALITY OF LIFE

1. What are the three most important reasons for you and your family to live in Iowa County? (Because of three selections per person the totals will be greater than 100%.)

a. Agriculture	23%
b. Appearance of homes	2%
c. Community services	2%
d. Cost of home	17%
e. Historical significance	5%
f. Low crime rate	17%
g. Natural beauty	42%
h. Near family and friends	47%
i. Near job or employment opportunities	29%
j. Property taxes	9%
k. Quality neighborhoods	8%
l. Quality schools	12%
m. Recreational opportunities	14%
n. Small town atmosphere	49%

COMMUNITY FACILITIES AND SERVICES

3. Please rate each of the following services excellent (E), good (G), fair (F), or poor (P). Choose "not applicable" (NA) if the item does not pertain to you or you are not sure about an item. "NR" means No Response.

	E	G	F	P	NA	NR
a. Ambulance service	44%	38%	6%	<1%	7%	4%
b. Fire protection	44%	41%	6%	1%	5%	3%
c. Garbage collection	24%	40%	11%	4%	18%	3%
d. Municipal water supply	13%	29%	10%	3%	38%	7%
e. Park and recreation facilities	29%	46%	12%	2%	6%	5%
f. Police protection	17%	47%	22%	6%	4%	4%
g. Public library	20%	38%	13%	5%	18%	6%
h. Public schools system	18%	48%	15%	3%	11%	5%
i. Recycling program	17%	51%	17%	5%	6%	4%
j. Sanitary sewer service	12%	34%	9%	2%	37%	6%
k. Snow removal	20%	50%	16%	5%	7%	2%
l. Storm water management	7%	32%	15%	5%	32%	9%
m. Street and road maintenance	11%	47%	27%	10%	2%	3%

NATURAL AND CULTURAL RESOURCES

4. The following questions ask your opinion about the importance of natural and cultural resources in your community. How important is it to protect the following?

Your responses are Essential (E), Very Important (VI), Important (I), Not Important (NI), Not Applicable (NA) and No Response (NR).

	E	VI	I	NI	NA	NR
a. Air quality	53%	30%	14%	1%	<1%	1%
b. Farmland	40%	33%	20%	4%	<1%	2%
c. Forested lands	37%	35%	22%	2%	1%	3%
d. Groundwater	62%	25%	10%	<1%	<1%	1%
e. Historic and cultural sites	20%	28%	39%	9%	2%	2%
f. Open space	29%	29%	30%	7%	1%	4%
g. Rivers and streams	48%	31%	16%	1%	<1%	3%
h. Rural character	30%	33%	27%	6%	<1%	3%
i. Scenic views and undeveloped hills/bluffs	34%	30%	26%	8%	<1%	1%
j. Wetlands	34%	25%	28%	9%	2%	2%
k. Wildlife habitat	37%	29%	27%	5%	<1%	1%

HOUSING

Housing is an important part of how a community grows. We would like your opinion about the development of housing in your community.

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

5. Your local jurisdiction should focus on improving existing housing quality.

SA	A	D	SD	NO	NR
16%	43%	14%	3%	14%	10%

6. The following types of housing are needed:

a. Single family housing

SA	A	D	SD	NO	NR
17%	39%	11%	4%	21%	8%

b. Duplexes (2 units)

SA	A	D	SD	NO	NR
5%	31%	21%	10%	23%	10%

c. Apartments (3 or more)

SA	A	D	SD	NO	NR
5%	22%	26%	15%	23%	9%

7. Affordable housing is needed in your local jurisdiction.

SA	A	D	SD	NO	NR
19%	39%	15%	6%	15%	6%

8. Elderly housing is needed in your local jurisdiction.

SA	A	D	SD	NO	NR
13%	41%	18%	5%	18%	5%

9. Starter (first time buyer) homes are needed in your local jurisdiction.

SA	A	D	SD	NO	NR
14%	37%	19%	6%	18%	6%

10. Would you prefer housing built in a traditional design (option A) or a cluster design (option B)?

Option A (traditional design)	24%
Option B (cluster design)	58%
No response	18%

AGRICULTURE AND LAND USE

The following questions are asking for your opinion about agriculture and land use in Iowa County.

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

11. Productive agricultural land should be allowed to be used for:

a. Agricultural use

SA	A	D	SD	NO	NR
68%	24%	1%	<1%	2%	3%

b. Residential use

SA	A	D	SD	NO	NR
6%	28%	30%	21%	4%	11%

c. Commercial use

SA	A	D	SD	NO	NR
3%	17%	34%	30%	5%	11%

d. Any use

SA	A	D	SD	NO	NR
5%	9%	27%	38%	8%	13%

12. Large scale farms (500 or more animal units) should be allowed to expand:

a. Anywhere in Iowa County

SA	A	D	SD	NO	NR
8%	16%	32%	28%	5%	11%

b. Nowhere in Iowa County

SA	A	D	SD	NO	NR
16%	13%	33%	17%	8%	13%

c. Outside a 2 mile radius of incorporated areas

SA	A	D	SD	NO	NR
14%	36%	15%	14%	10%	11%

13. Landowners should be allowed to develop land any way they want.

SA	A	D	SD	NO	NR
12%	17%	40%	24%	3%	4%

14. The visual impacts (view of the landscape) of development are an important consideration when evaluating proposed development.

SA	A	D	SD	NO	NR
31%	50%	8%	2%	4%	5%

15. It is important to require driveways that will meet standards for providing emergency services.

SA	A	D	SD	NO	NR
33%	49%	9%	3%	3%	3%

16. There should be a minimum lot size on residential development in rural areas.

SA	A	D	SD	NO	NR
29%	41%	16%	6%	5%	3%

17. In your opinion what should be the minimum lot size for rural residential development?

Less than 1 acre	10%
One to 5 acres	38%
5 to 10 acres	12%
11 to 40 acres	11%
40 or more acres	16%
No limitation	8%
No response	5%

TRANSPORTATION

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

18. The overall road network (roads, streets, and highways) in Iowa County meets the needs of its citizens.

SA	A	D	SD	NO	NR
16%	70%	7%	1%	2%	4%

19. The condition of local roads and streets in your community is adequate for intended uses.

SA	A	D	SD	NO	NR
13%	65%	14%	3%	1%	4%

20. Biking and walking are important modes of transportation in your community.

SA	A	D	SD	NO	NR
10%	40%	27%	8%	11%	4%

21. There should be more biking and walking lanes along public roadways.

SA	A	D	SD	NO	NR
14%	30%	29%	13%	10%	4%

22. Rate the following in your local jurisdiction.

Your choices are Excellent (E), Good (G), Fair (F), Poor (P), Not Applicable (NA), and No Response (NR).

	E	G	F	P	NA	NR
a. Roads	12%	60%	18%	6%	<1%	3%
b. Sidewalks	3%	28%	21%	8%	35%	5%
c. Bike trails	8%	30%	14%	8%	33%	7%
d. Airports	4%	20%	10%	4%	54%	8%
e. Bus service	<1%	4%	4%	15%	69%	7%
f. Shared ride van services	1%	10%	13%	12%	55%	9%
g. Railroads	<1%	3%	3%	13%	72%	8%

COMMUNICATION

23. Check the two most effective ways your local jurisdiction could provide smart growth information to its landowners and residents. (Because more than one response was asked, the totals will be more than 100%.)

a. Direct mailings	65%
b. Newspaper articles	34%
c. Radio	12%
d. Newsletters	36%
e. Public meetings	32%
f. Internet	12%

ECONOMIC DEVELOPMENT

The following questions are asking about how you view economic development in your local community.

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

24. Commercial or industrial buildings and activities involving truck traffic and manufacturing should be located:

a. In an existing city or village

SA	A	D	SD	NO	NR
18%	38%	18%	4%	7%	15%

b. Near a city or village

SA	A	D	SD	NO	NR
15%	56%	8%	3%	6%	12%

c. Anywhere in Iowa County

SA	A	D	SD	NO	NR
5%	14%	30%	29%	7%	15%

25. Iowa County should work to coordinate efforts to actively recruit new businesses and industry.

SA	A	D	SD	NO	NR
40%	42%	7%	3%	3%	5%

26. All Iowa County communities should provide at least some land with infrastructure (water, sewer, access, etc.) for industrial and commercial uses either owned publicly or privately.

SA	A	D	SD	NO	NR
17%	43%	18%	7%	9%	6%

27. Development at the edge of cities and villages should be required to have municipal water and sewer services.

SA	A	D	SD	NO	NR
21%	47%	12%	3%	10%	7%

28. Iowa County jurisdictions should pursue the following energy alternatives as a form of economic development.

	SA	A	D	SD	NO	NR
a. Ethanol plants	15%	31%	18%	7%	19%	10%
b. Solar energy	26%	42%	8%	2%	12%	10%
c. Wind energy	36%	44%	4%	1%	8%	7%

29. Rate the importance of the following.

Your choices are Essential (E), Very Important (VI), Important (I), Not Important (NI), No Opinion (NO), and No Response (NR).

	E	VI	I	NI	NO	NR
a. Agricultural related businesses	41%	33%	18%	1%	2%	5%
b. Commercial and retail development	19%	35%	32%	6%	3%	5%
c. Downtown development – main street	20%	29%	33%	8%	5%	5%
d. Home based businesses	9%	22%	38%	17%	8%	6%
e. Industrial and manufacturing development	16%	30%	35%	9%	4%	6%
f. Tourism and recreation	26%	31%	28%	6%	3%	6%

DEMOGRAPHICS

Please tell us some things about you:

1. Gender	
Male	58%
Female	34%
No response	8%
2. Age	
18 to 24	<1%
25 to 34	8%
35 to 44	19%
45 to 54	26%
55 to 64	21%
65 and older	24%
No response	1%

3. Employment status	
a. Employed full time	46%
b. Employed part time	8%
c. Unemployed	<1%
d. Self-employed	17%
e. Retired	22%
f. Other	4%
g. No response	2%

4. Place of residence	
a. Own	94%
b. Rent	1%
c. Other	<1%
d. No response	4%

5. Number of adults (over 18) in household	
a. None	3%
b. One	17%
c. Two	69%
d. Three	7%
e. Four	2%
f. Five or more	<1%
g. No response	1%

6. Number of children (under 18) in household	
a. None	61%
b. One	12%
c. Two	11%
d. Three	5%
e. Four	2%
f. Five or more	<1%
g. No response	8%

7. Income range	
a. Less than \$15,000	6%
b. \$15,000 to \$24,999	12%
c. \$25,000 to \$49,999	28%
d. \$50,000 to \$74,999	24%
e. \$75,000 to \$99,999	12%
f. \$100,000 or more	9%
g. No response	9%

8. How long have you lived in Iowa County?	
a. Less than 1 year	1%
b. 1 to 4 years	10%
c. 5 to 9 years	10%
d. 10 to 24 years	20%
e. 25 years or more	52%
f. No response	7%

9. How many acres of land do you own in Iowa County?	
a. Less than 1 acre	36%
b. 1 to 10 acres	18%
c. 11 to 100 acres	21%
d. 100 acres or more	21%
e. No response	4%

END OF SUMMARY